



10 quick ways
to improve driver engagement

Introduction

Making your employees feel valued can have huge benefits to your company. Not only can you save time and money, but you create a working environment that is happy and, therefore, more productive. Getting employees engaged and aligned to your company's values is the key, but it does require some effort and strategy.

FleetCheck conducted a survey of fleet managers and drivers to find out what their primary concerns were when it came to their daily tasks. We took these results and identified the top 10. The suggested strategies below are designed to help you tackle these concerns, deliver better driver engagement and create a happy, profitable workforce.

1

Welfare

To demonstrate that you care about your driver's welfare and mental well-being, ask them the following on a regular daily/regular basis:

- Are they fit to drive and not fatigued?
- Do they require sight tests for safety and to prevent headaches?
- Have they had sufficient time to conduct vehicle checks prior to driving?

2

Communication

Support the drivers' communication with the office by providing a robust digital alternative to:

- Reduce the burden
- Increase the speed of delivering information.
- Remove the risk of error due to misinterpreting written paperwork.
- Make it easier to provide an audit history.

3

Vehicle Defects

With extended manufacturer service intervals, you can empower your drivers and allow them to realise the importance of their role in their own as well as the fleet's safety. Regular checking of brakes and tyres can fix small problems early on, removing the need for costly repairs or insurance claims. Making vehicle defect reporting easy, helps your drivers by:

- Protecting them from prosecution.
- Protecting themselves from blame.
- Preventing them from being fined.

4

Health & Safety and compliance

A fundamental health and safety requirement is for drivers to adhere to company policies and legislative compliance. You can support them through this by providing them with instant access to support such as:

- Emergency contact numbers—e.g. breakdown or windscreen cover.
- Insurance company details.
- Information pertaining to company policies and health and safety legislation.

5

First Notification Of Loss (FNOL)

Provide your drivers with the support and knowledge so that they know exactly what to do in the event of even the smallest incident. This can include the ability for them to:

- Capture all evidence in a single app.
- Write a report containing all the information needed.
- Know who to contact for insurance or accident management purposes.
- Be confident that they know what to do.
- Feel protected.

6

Mileage Capture

Ask your drivers to support you in capturing mileages, as this:

- Ensures that they are not exceeding safe driving durations and are protected from excessive workloads.
- Supports the company by ensuring the vehicle is not exceeding its contract mileage allowance.
- Ensures that critical service intervals and manufacturer warranties are not missed.

7

Driver I.D.

Provides additional levels of security to the driver by providing:

- Evidenced driver mitigation.
- Benefit In Kind (BIK) data—leading to a reduction in HMRC errors.
- Information on any speeding or other offences—negating potential blame.

8

Fuel

Make it easy for drivers:

- Help them to accurately record fuel purchases either electronically or automatically.
- Help them find the most cost-effective fuel station.
- Inform them that this supports the business in reducing costs.
- Provide centralised information for them to understand ULE zones.

9

Training

Drivers feel supported in the enhancement of their roles and careers by companies that encourage them to participate in regular training. This can help by:

- Reducing the risks that the drivers can be exposed to.
- Developing their skills and contribution to the company.
- Centralising knowledge.

10

Compliance

Include your drivers in policy development. Ask them where they feel the risks are and ask them to suggest a way to minimise that risk. Giving ownership to your drivers by involving them will make them feel valued and therefore more likely to comply with the rules which:

- Prevents the drivers from putting themselves at risk
- Provides drivers with the assurance that the company is providing them with a legally compliant vehicle and environment to support them in their role
- Ensures retention with clients to secure contracts

Conclusion

Following this guidance will set you on the right track to getting better engagement and commitment from your drivers. Your company will also benefit hugely by gaining better knowledge and insight, allowing you to improve and streamline processes. An increase in confidence that you are maintaining a legal and compliant fleet.